



SEEDS OF AFRICA

Planting the Seeds of Entrepreneurial
Growth and Job Creation

Seeds of Africa is a Non Profit and Public Benefits Organisation based in Muldersdrift on the West Rand. We focus on Entrepreneurial Development as well as Socio-Economic Development within the informal settlements in and around Muldersdrift/Lanseria.

Seeds of Africa was founded by Jane Chapman in 2010, a committed ambassador for sustainable development in our country since 2002.

A few words from our Founder,

“Ever since I can remember I have dreamt of having the opportunity to spend time in development work and self-help initiatives. I’m learning every day and feel privileged to work with the talented, highly dedicated entrepreneurs at the Seeds of Africa Skills Centre. It is engaging and inspirational seeing the transformative power of using funds to seed small businesses that boost livelihoods, giving regular income that leads to the creation of more jobs extending the economic benefits into the broader community. Through offering the opportunity to empower themselves we are most humbled to see their dignity and confidence being restored whilst uplifting and improving their lives.”

In mid 2011, through our involvement with the entrepreneurs in our programme we identified a need for equipped early childhood development centres within the local communities. We found that most of the crèches were more places of safety than proper places of learning. This is when the Adopt-a-Crèche Programme was founded by Jenni-Sennett, who truly believes in South Africa’s current positioning of a country that is “alive with possibility”. What Jenni says about Seeds of Africa: *“The opportunity to work with an organisation such as Seeds of Africa is, for her, a true privilege, assisting people to create a better life for themselves based on the real foundation of sustainable entrepreneurship”.*

Seeds of Africa’s Vision is to be a leading enabler in the empowerment of individuals and communities through enterprise and skills development in a manner that maximises impact.

In line with this vision we are committed to sustainable growth in our country through our areas of focus, namely;

The Seeds of Change Entrepreneurial Development Programme

and

The Adopt-A-Crèche Socio-Economic Development Programme

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ENTREPRENEURIAL DEVELOPMENT

SEEDS OF CHANGE

Enterprise Development - Seeds of Africa



This is an intervention programme aimed at improving entrepreneurship in informal settlements and other previously disadvantaged communities. The Seeds of Change Enterprise Development program is a three year program that includes a vigorous search and selection process, an incubation process including intensive training, mentoring and coaching; and the provision of interest free seed capital. The program's ultimate goal is to develop entrepreneurship by assisting SMME growth from a start-up level, building survivalist businesses into sustainable businesses that can offer job opportunities and create Local Economic growth within disadvantaged communities.

It is with pleasure to introduce the **SUPPLIER DEVELOPMENT ENTREPRENEURS** we currently have in our Seeds of Change Enterprise Development Programme:

QA Promotions

Vision: *To be the leading promotional company providing organizational branding, promotional, gifting and corporate clothing products and services.*

Akunamlilo Fire Fighters

Vision: *To be the Company of choice for fire equipment and fire related services*

Thobela 3 Sisters

Vision: *We aspire to be the best cleaning company providing the best cleaning services and products and to be recognised as South Africa's cleaning company of choice for small, medium and large companies offering a total cleaning package.*

The following are entrepreneurs that are also currently in our Seeds of Change Programme that are community based initiatives which contributes towards community development and addresses unemployment within the communities.

Milton's Network

Milton's Network is a small business that serves various communities and provides job opportunities for the sale of all network cell phone simm cards and recharge vouchers.

Triple M Internet Café

Triple M is a small business within the Zandspruit Community that offers computer courses, access to the internet, general supply of printing, typing of CV's and assistance with job applications.

Spazatainer

The Spazatainer is a small business within the Malibongwe Ridge Community that is managed by women within the community offering job opportunities for the collection and redistribution of waste for recycling.

SOCIO-ECONOMIC DEVELOPMENT



Early Childhood Development



In order to facilitate and maximise positive socio-economic transformation our Adopt-a-Crèche initiative focuses on supporting and assisting vulnerable disadvantaged children who come from informal settlements in the Muldersdrift/Lanseria areas. This initiative's core purpose is to assist the crèches with teacher training and provision of resources needed to ensure the children are taught a standard of education that prepares them sufficiently for their informative years of schooling.



We have been fortunate to partner with an Early Childhood Development Specialist who has designed a curriculum that fits in with the Department of Education requirement for early childhood development. We also have an in-house Crèches Co-ordinator that visits the crèches on a regular basis to monitor and evaluate their progress.

We currently serve 22 Crèches in our local community and are completely committed to providing ongoing assistance and support in the best interest of each of the 860 children at the Crèches.

Please follow this link for a video on Seeds of Africa <https://www.youtube.com/watch?v=ShmPC7LGyWw> giving an overview of Seeds of Africa as well as the wonderful work we do.

We would love you to visit us, the entrepreneurial businesses and communities we serve. Please contact Sally on 011-796 3005 / 082 560 3467 to arrange a time that suits you.

Yours sincerely,

The Seeds of Africa Team

***"Give a man a fish and you feed him for a day.
Teach a man a fish and you feed him for a lifetime".***
Chinese Proverb